

# Bell & Howell

## PHOTO SALES COMPANY

7100 MCCORMICK ROAD • CHICAGO, ILLINOIS 60645



THIRD CLASS

103

FROM

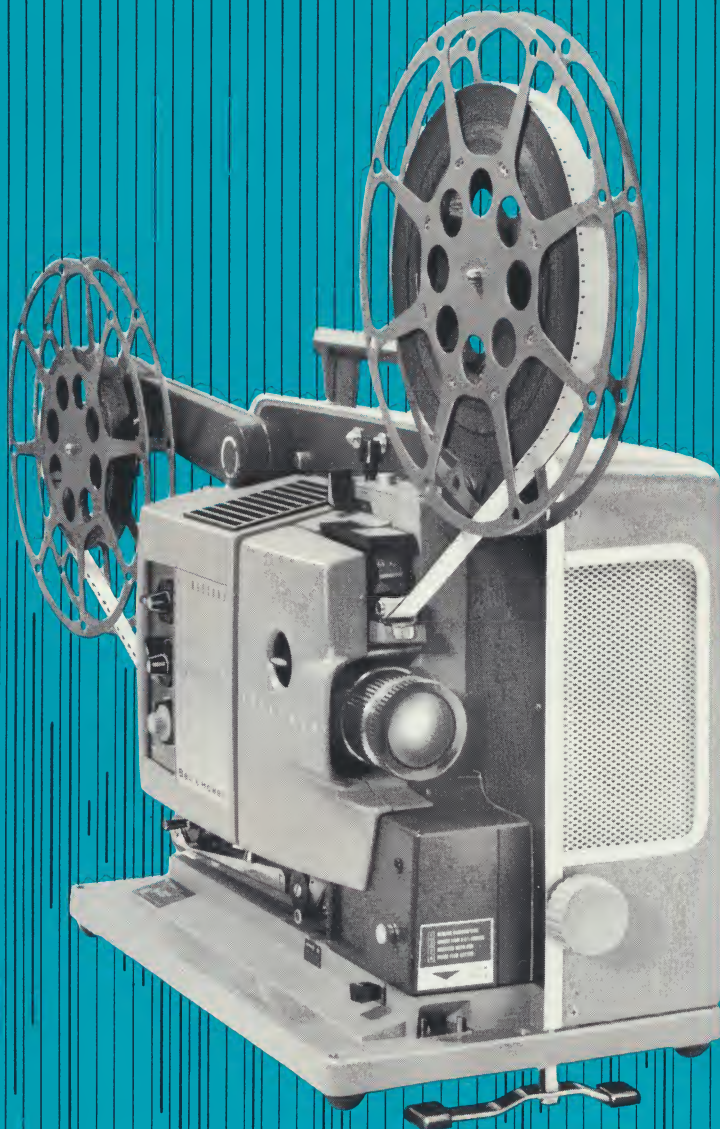
**Bell & Howell**

7100 MCCORMICK ROAD  
CHICAGO, ILLINOIS 60645

Mr. T. Nelson  
Sgst. Cros.  
Schooleys Mountain  
New Jersey 07870

4490 4491 4493 4497 4495 4498  
4501 4507 4484 4485 4489 4502  
4503 4504 4505 4506 4508 4513  
4514 4515 4516 4517

RETURN REQUESTED



**Bell & Howell**

***SPECIALIST  
AUTOLOAD<sup>®</sup>  
FILMOSOUNDS***

*the world's first 16mm  
automatic threading  
sound projectors*

Are you using an "old-fashioned" conventional type manual threading 16mm sound projector? One that is difficult to set up . . . one that you use only occasionally because threading the film seems to take forever. If your answer is "yes," we'd like to introduce you to a revolutionary new product . . . the Bell & Howell Specialist *Autoload* Filmosound! This projector sets up in mere seconds . . . threads itself automatically . . . assures smooth film transport even if film has damaged or torn perforations. The Specialist *Autoload* Filmosound features quality throughout to assure you of dependable, fine performance. More *Autoload* Projectors are purchased by schools, churches, non-profit organizations and industrial concerns than all other 16mm sound projectors combined.



# Bell & Howell

# 16mm S THREADS



It's the lightest!



*All Specialist Filmosounds have ad*



## NEW JET-AGE BAGGAGE CONVENIENCE

The new Bell & Howell *Autoload* can go right along with your suitcases on a plane trip. It lets you enjoy jet-age baggage convenience. There's no need to carry the projector with you. Compact, rugged and sturdy . . . the *Autoload* will ride safely in the trunk of your car. It's portable—not just light enough to lift, but light enough to carry without effort. The *Autoload* weighs only 31 pounds . . . lighter than a packed “two-suiter” piece of luggage.

## LOOK WHAT HAPPENED TO A MAN-SIZE JOB!

Everyone knows it used to take a man (or strong women!) to lug the average 16mm projector around. Not so with the new Bell & Howell *Autoload* Filmosound! It's so much lighter (nearly 20% less than most 16mm projectors) that now a boy can do a man's job. Bell & Howell does it with overall compact design, tougher-but-lighter castings, and a durable fibre glass carrying case. *Real portability* . . . like you get with the new *Autoload* Filmosound . . . is one advantage you should insist on when you specify sound projectors.



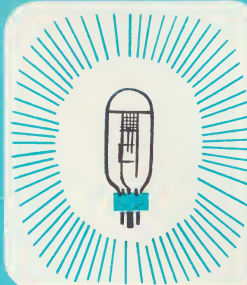


# SPECIALIST *Autoload*® FILMOSOUND

FILM PERFECTLY, AUTOMATICALLY



It's the brightest!



Advantages you should insist on when you specify sound projectors

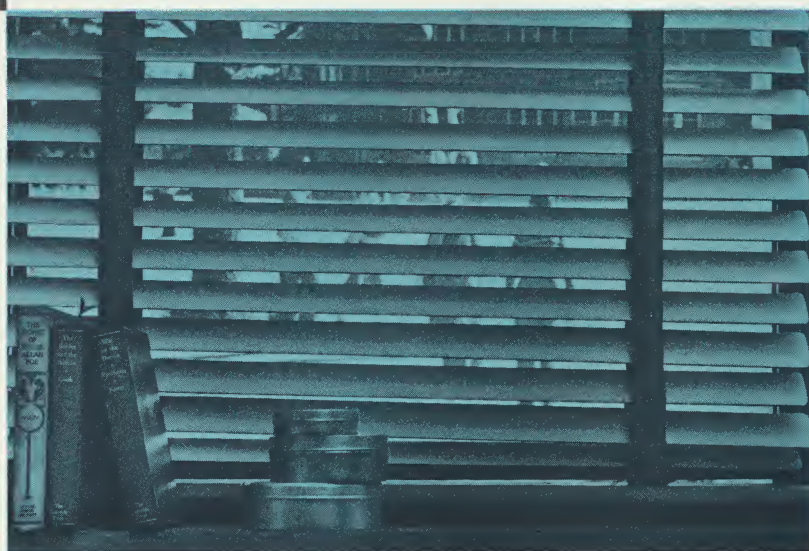


## THIS IS DARK ENOUGH FOR FILMS, NOW!

The room in which you show films can now be light enough for note-taking, light enough to keep order. Bell & Howell's new *Autoload* provides a sharper, brighter picture for the most effective teaching. *Brilliance* . . . like you get with the new *Autoload* . . . is one advantage you should insist on when you specify sound projectors.

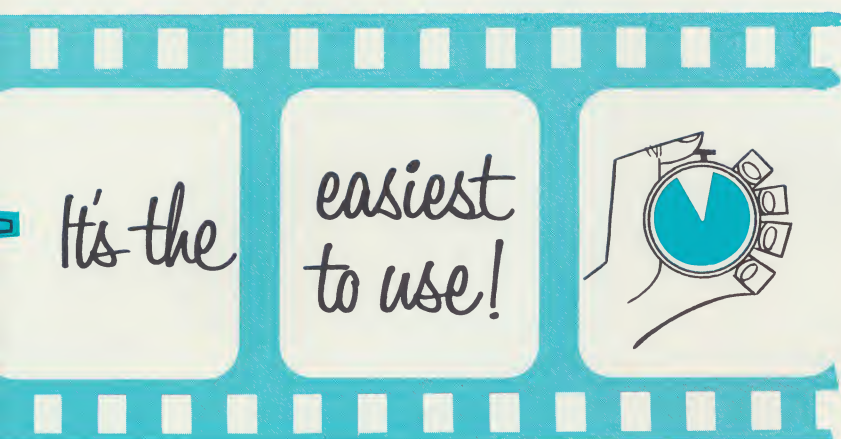
## PROOF IS IN THE SHOWING

The *Autoload* gives far brighter pictures than the ordinary 16mm projector. To prove this, the *Autoload* projected a picture from the roof top of 520 North Michigan Avenue . . . across Chicago's busy, brightly lit Michigan Avenue . . . onto the wall of the Sheraton-Chicago Hotel. You may never use the projector this way, but it's nice to know that the *Autoload* will deliver a bright, sharp picture under the toughest conditions.

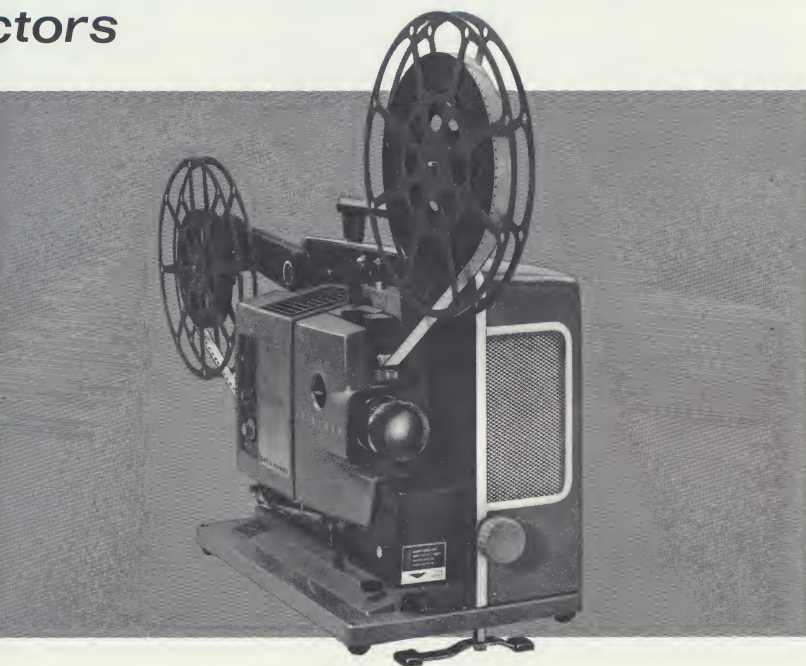




# ND PROJECTORS



ectors



## QUICKER, EASIER FILM SHOWING

Less than a minute after you snap open the case, the new *Autoload* can be set up and running! It threads film automatically without any special attachments. (No other 16mm sound projector does.) It's really easy to get your show started. Reel arms are attached . . . just swing out and lock into position. No belts to hook on. Threading is simpler. Rewinds without changing reels. *Quicker, easier film showing* . . . like you get with the new Specialist Filmosound . . . is one advantage you should insist on when you specify sound projectors.

a nation-wide  
network of  
**AUDIO-VISUAL  
SPECIALISTS**  
at your service

Over the past thirty years, Bell & Howell has built up a national network of Audio-Visual Representatives specializing in audio-visual equipment. These Representatives provide users of audio-visual products expert advice and service they must have to get the best results from their equipment.

The Audio-Visual Representative and his staff are well versed in the use of audio-visual equipment. They know which equipment is best suited to each kind of audio-visual task.

They are prepared to demonstrate the proper use of equipment. To help you keep this equipment in perfect operating condition, they maintain a staff of factory-trained servicemen.

Whatever your Audio-Visual needs might be, contact a Bell & Howell Audio-Visual Representative . . . You'll be glad you did!





# Bell & Howell

## brings you the world's first Automatic Threading 16mm Sound Projectors...

*Automatic  
Threading...  
so simple  
a child  
can do it!*



**BELL & HOWELL IS FIRST AGAIN** . . . this time with the most sensational break-through in 16mm film projection—Automatic Threading! This revolutionary advance promises to be one of the most talked-about improvements in 16mm projection history.

When you try the new, unique automatic-threading Specialist AUTOLOAD Filmosound Projector you will be both amazed and delighted at its almost unbelievable ease of operation . . . an operation so simple, so safe, and so sure that it will encourage maximum use of your projector.

All you do is insert the film into a slot, follow six numbers and the Specialist AUTOLOAD Filmosound Projector takes over—puts your picture

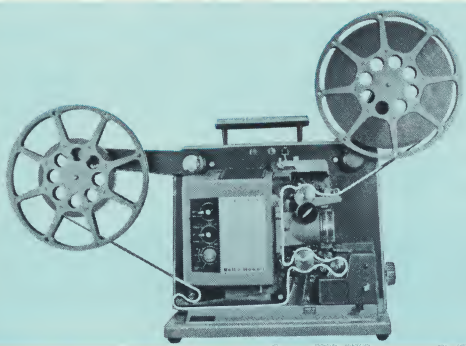
on the screen in seconds! Threading is done gently, quietly, automatically.

Try the new Bell & Howell Specialist AUTOLOAD Filmosound Projector yourself and discover how automatic and versatile a sound projector can really be!

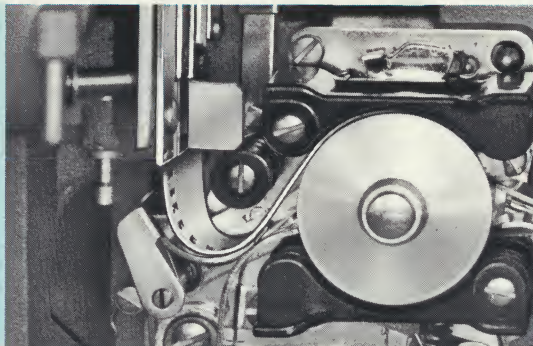
There are eight Specialist AUTOLOAD Filmosound Projectors to choose from. Each model offers distinct advantages so that the motion picture story can be told more dramatically . . . more convincingly. All models are available with a Filmovara Zoom Lens for a slight increase in price. Filmovara lets you change picture size without moving the projector or screen.



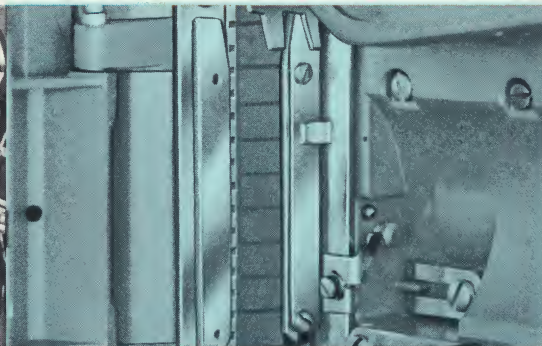
# Only the **Bell & Howell** Specialist *Autoload*® Filmosounds offer these advantages



**AUTOMATIC THREADING.** Insert the film into a slot and the Autoload threads itself automatically. Your show is on the screen quickly, accurately, everytime.



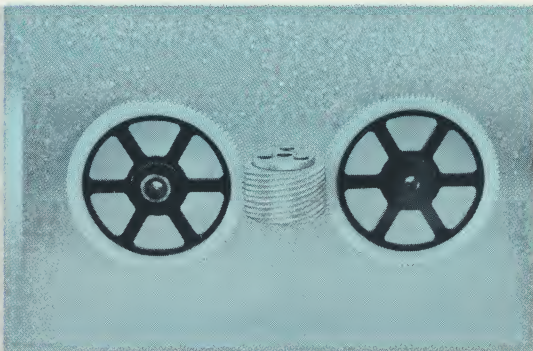
**AUTOMATIC LOOP RESTORER.** The Autoload automatically restores the loop if film is worn or has torn perforations. Three-tooth shuttle engages three perforations at a time to keep the film moving smoothly, safely.



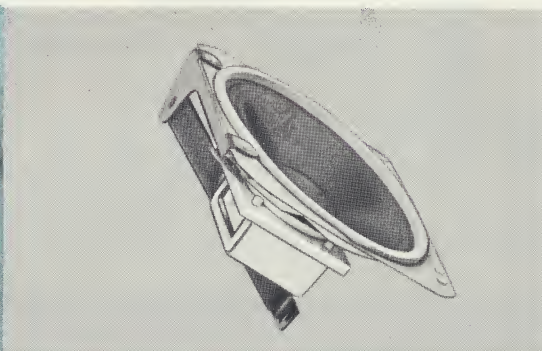
**COMPLETE FILM PROTECTION.** Film travels safely over recessed sprockets; the picture area and sound track float in air. Silicon carbide and gold plated guide rails.



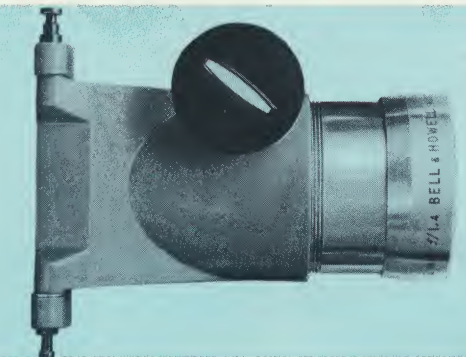
**SIMPLIFIED CONTROLS.** Less than a minute after you snap open the case, the Autoload can be set up and running! Controls are grouped together in an illuminated panel for the most convenient operation.



**GEAR DRIVE . . . SIMPLE REWIND.** Nylon and steel gears provide quiet dependable operation. Just 3 quick operations rewind 1600 feet of film in less than 2½ minutes . . . no need to change reels.



**ACOUSTICALLY MOUNTED SPEAKER.** The complete audio system of the Autoload delivers a frequency response to 7000 cycles—which is extended beyond the sound track of 16mm film.



**DIAL FOCUSING — SHARPER MOVIES.** With the Autoload you're always assured of clear, sharp, crisp movies. Rack-and-pinion focusing. Coated, color-corrected, anastigmat lenses for sharpest possible pictures.



**POP-OUT LAMP.** With the new Specialist Autoload Filmosound! Press a single lever and the lamp pops out automatically.



**FACTORY SEALED LUBRICATION.** Your projector is lubricated at the factory and requires no oiling by you. Moving parts are self-lubricating or sealed units.

## There are eight Specialist Filmosound Projectors to choose from!

**Model 552**—All the features listed above, plus a 2" f/1.4 lens, 1000-watt lamp, reverse control, still picture control.

**Model 552Y**—Includes all the features of the Model 552, plus a Filmovara lens attachment . . . adjusts size of picture without moving projector or screen.

**Model 550**—All the features listed above, plus a 2" f/1.6 lens, 1000-watt lamp, and reverse control; does not have still picture control.

**Model 550Y**—Includes all the features of the Model 550, plus a Filmovara lens attachment . . . adjusts size of picture without moving projector or screen.

**Model 545**—Includes all the features listed above, but is equipped with carbo-nitrate edge guides, reverse control, a 2" f/1.6 lens, and 750-watt lamp. Does not have still picture control or illuminated control panel.

**Model 545Y**—Includes all the features of the Model 545, plus a Filmovara lens attachment

. . . adjusts size of picture without moving projector or screen.

**Model 540**—Includes all the features listed above, plus reverse control, a 2" f/1.6 lens and 750-watt lamp. Does not have still picture control, automatic threading, or illuminated control panel.

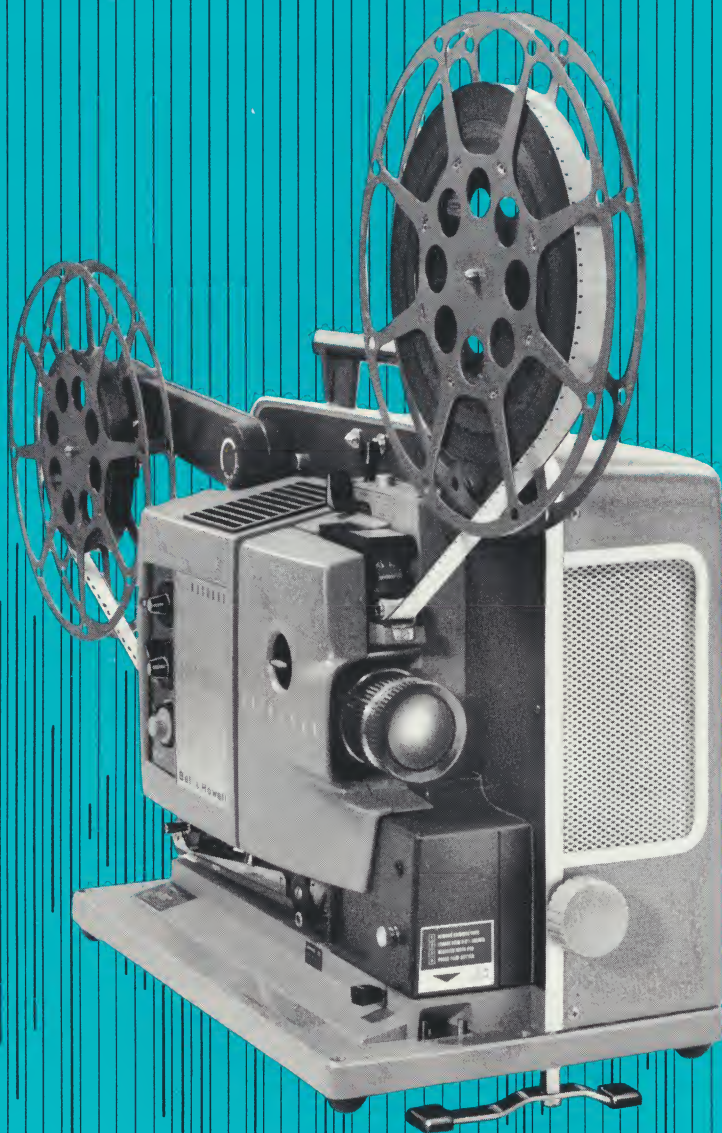
**Model 540Y**—Includes all the features of the Model 540 plus a Filmovara lens attachment . . . adjusts size of picture without moving projector or screen.

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**BELL & HOWELL COMPANY**

AUDIO-VISUAL PRODUCTS DIVISION • 7100 McCormick Road • Chicago, Illinois 60645





**Bell & Howell**

***SPECIALIST  
AUTOLOAD®  
FILMOSOUNDS***

*the world's first 16mm  
automatic threading  
sound projectors*

BELL & HOWELL IS FIRST AGAIN . . . this time with the most sensational break-through in 16mm projection — Automatic Threading! This revolutionary advance is one of the most talked-about improvements in 16mm projection history.

When you try the new, unique automatic-threading Specialist *Autoload* Filmosound Projector you will be both amazed and delighted at its almost unbelievable ease of operation . . . an operation so simple, so safe, and so sure that it will encourage maximum use of your projector.

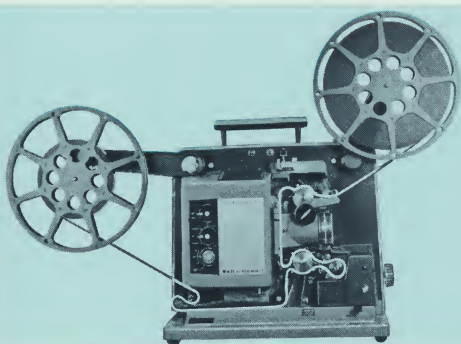
All you do is insert the film into a slot, follow six numbers and the Specialist *Autoload* Filmosound Projector takes over — puts your show on the screen in seconds! Threading is done gently, quietly, automatically.

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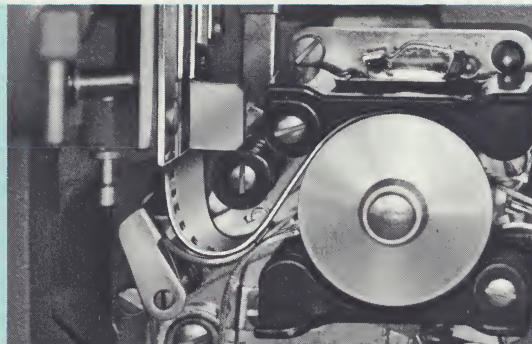
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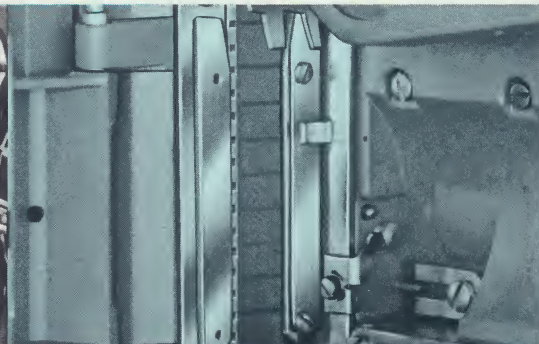
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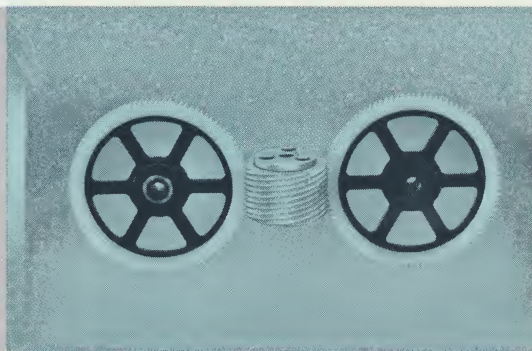
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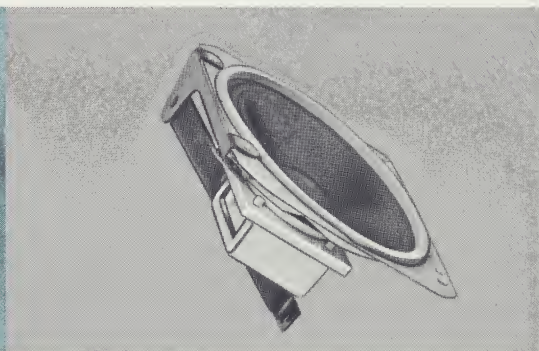
**COMPLETE FILM PROTECTION.** Film travels safely over recessed sprockets; the picture area and sound track float in air. Carbo-nitride treated guide rails.



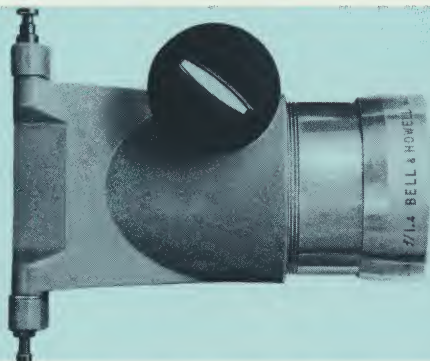
**SIMPLIFIED CONTROLS.** Less than a minute after you snap open the case, the Autoload can be set up and running! Controls are grouped together in an illuminated panel for the most convenient operation.



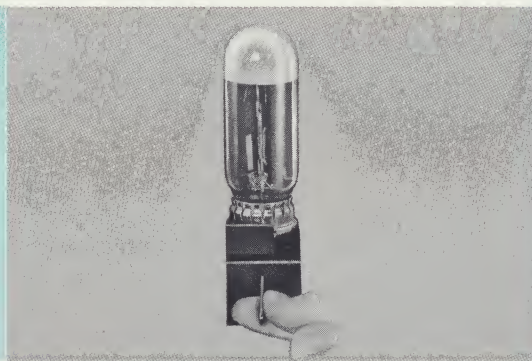
**GEAR DRIVE . . . SIMPLE REWIND.** Nylon and steel gears provide quiet dependable operation. Just 3 quick operations rewind 1600 feet of film in less than 2½ minutes . . . no need to change reels.



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**Model 552Y**—Includes all the features of the Model 552, plus a Filmovara lens attachment . . . adjusts size of picture without moving projector or screen.

**Model 550**—All the features listed above, plus a 2" f/1.6 lens, 750-watt lamp, and reverse control; does not have still picture control.

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. . . adjusts size of picture without moving projector or screen.

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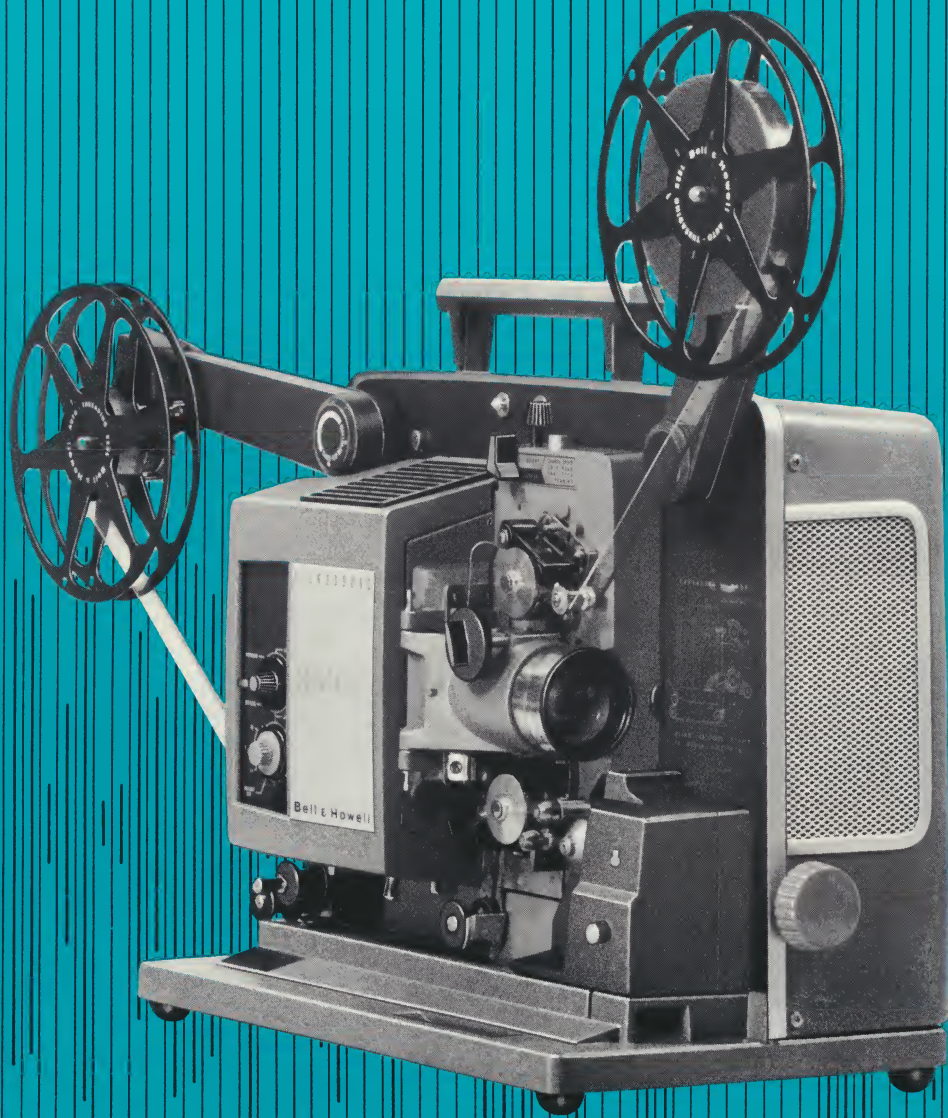
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**AUDIO-VISUAL PRODUCTS DIVISION • 7100 McCormick Road • Chicago, Illinois 60645**





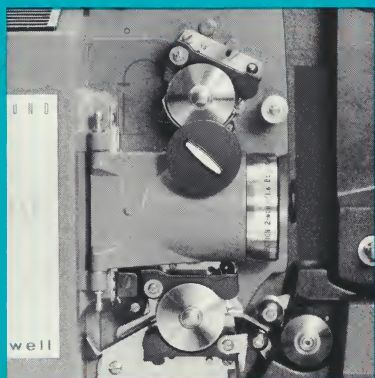
**Bell & Howell**  
***SPECIALIST FILMOSOUND***

**16mm SOUND PROJECTOR**

**MODEL 540**

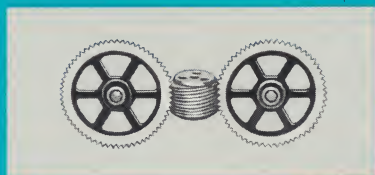
**MODERN...CONVENIENT...EASY TO USE!**





#### **AUTOMATIC LOOP RESTORER**

No need to stop a show to reset a lost film loop. If lower loop starts to slip, the loop restorer re-forms it perfectly, automatically.



#### **GEARED FOR LONG LIFE**

Precision gears drive critical film handling parts to insure constant, dependable operation. Sprocket drive gears nylon covered to insure quiet operation.



#### **SIMPLIFIED CONTROLS**

Shortly after you snap open the case, the Specialist can be set up and running! Controls are grouped together for greater convenience . . . easy to see, easy to reach, easy to operate.



#### **COMPLETELY SELF-CONTAINED**

Speaker and amplifier are mounted, ready-to-go, right in the acoustically designed case. No wires or cables to unravel, string up or rewind.

# **Bell & Howell**

## **SPECIALIST FILMOSOUND**

### **16mm SOUND PROJECTOR**

**LIGHT IN WEIGHT . . . BRIGHT OF PICTURE . . .  
EFFICIENT AND DURABLE IN USE!**

## **SPECIAL FEATURES**

- **EASY TO SETUP**  
. . . Easy to thread  
. . . film is threaded  
through projector in  
an easy to follow path.
- **AUTOMATIC LOOP RESTORER** assures uninterrupted projection.
- **TOP MOUNTED PIVOTED REEL ARMS** . . . no awkward, overhanging arms to get in way.
- **REVERSE CONTROL** lets you review any scene.
- **FIBRE GLASS CASE—MAGNESIUM and ALUMINUM CASTINGS** provide minimum weight, maximum durability.
- **SILICON CARBIDE GUIDE RAILS and STELLITE SHUTTLE** . . . longer life with minimum maintenance.
- **DIAL FOCUSING** for sharper, crisper movies.
- **POP-OUT LAMP** . . . instant accessibility.
- **ILLUMINATED CONTROL PANEL** . . . the ultimate in simplicity.
- **FAST REWIND** . . . no need to change reels.
- **750 WATT PROXIMITY LAMP**

**MODEL 540Y** — All the outstanding features of the 540 *plus* FILMOVARA attachment . . . adjusts size of picture without moving projector or screen.

Specialist and Filmosound are registered trademarks of Bell & Howell

#### **BELL & HOWELL COMPANY**

#### **AUDIO-VISUAL PRODUCTS DIVISION**

**7100 McCormick Road • Chicago, Illinois 60645**





**Bell & Howell**

***SPECIALIST AUTOLOAD<sup>®</sup>***

**FILMSTRIP PROJECTOR**

**WITH AUTOMATIC THREADING AND CARTRIDGE LOADING**

**MODEL 745**

**OPERATES BY REMOTE CONTROL...FILMSTRIPS CAN'T STICK**





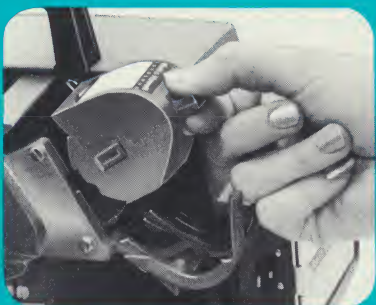
### EASY TO SET UP

So automatic, it sets up, loads and focuses in less than 30 seconds.



### EASY TO LOAD

Filmstrips are placed in the cartridge only once...you never touch them again.



### AUTOMATIC THREADING

Your films are threaded automatically. Cartridges fit into projector only one way—the right way! Filmstrips can never start upside down.



### HANDLES FILM WITHOUT CARTRIDGES, TOO!

Until you can convert to the modern cartridge system, the AUTOLOAD automatically handles filmstrips without the cartridges, too.



# Bell & Howell SPECIALIST<sup>®</sup> Autoload<sup>®</sup>

## FILMSTRIP PROJECTOR

New Autoload Cartridge keeps filmstrips safe as money in the bank. Slip the cartridges into the Autoload and the filmstrip threads automatically!

- Threads filmstrips safely, quietly, automatically.
- Features cartridge loading—you never touch the film.
- Project filmstrips forward and reverse—by remote control.
- Film can't stick. No hot "sandwich" to cause delays during a presentation.

## SPECIAL FEATURES

- Cartridge loading
- Automatic threading
- Jet Stream cooling
- Remote Control (745C only)
- No film sticking
- Completely self contained
- Accepts single 2X2 slides and Semimatic Changer
- Rugged die cast aluminum construction
- Rapid rewind
- Instructions on top of projector
- Lamp ejection lever
- Complete line-up of accessory lenses
- Permanently attached line cord
- Three position "off-cool-lamp" switch
- Exclusive radial leveling
- Dial focusing
- Positive elevation control

### THREE VERSATILE MODELS TO CHOOSE FROM:

#### MODEL 745A

All the outstanding features listed plus

- Fast 5" f/3.5 lens
- 500 watt illumination

#### MODEL 745B

All the outstanding features listed plus

- Faster 5" f/2.8 lens
- 750 watt illumination

#### MODEL 745C

All the outstanding features listed plus

- Faster 5" f/2.8 lens
- 750 watt illumination
- Forward/reverse remote control

### BELL & HOWELL COMPANY

#### AUDIO-VISUAL PRODUCTS DIVISION

7100 McCormick Road • Chicago, Illinois 60645





**Bell & Howell**  
**ORCHESTRICON II**

**12" AUXILIARY SPEAKER**

FAITHFULLY REPRODUCES ALL THE  
SOUNDS OF A 16mm SOUND TRACK

**UNIQUE, COMPACT DESIGN! AUTOMATIC CORD REWIND!**





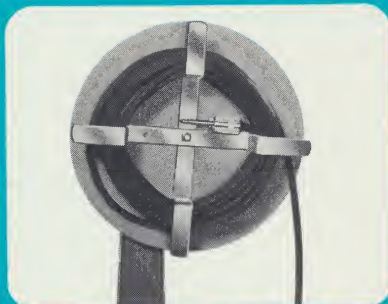
#### 12" SPEAKER

Smartly designed . . . sturdily constructed! The acoustically perfect Orchestricon II has a seven-ply plywood case for lightweight portability. It's styled and finished to match the Bell & Howell Autoload projectors.



#### PERFECT SOUND REPRODUCTION

A new baffling system gives perfect sound reproduction from every 16mm film. Enables you to increase the audience capacity and creates a thrilling new dimension in motion picture sound.



#### AUTOMATIC REWIND

Cord reel can be placed on front reel arm of projector for quick, automatic cord take-up. No need to get hands dirty handling cord.



#### MANUAL REWIND

After your show, simply wind up the speaker cable onto the reel. It's quick and easy, stores inside speaker case.

# acoustically perfect!

## Bell & Howell

## ORCHESTRICON II

### 12" AUXILIARY SPEAKER

makes even  
the best  
sound  
tracks  
sound  
better!



Not just an ordinary speaker, but a uniquely designed unit that puts you in command of the entire range of the optical sound track. An acoustically perfect speaker that's characteristic of Bell & Howell quality and electronic engineering skill . . . a companion unit that complements any Bell & Howell Specialist Autoload Filmosound 16mm Projector.

#### SPECIAL FEATURES

- Sealed baffle • 1lb. ALNICO V magnet
- Full range high efficiency acoustical output
- Unique acoustical design
- Automatic or manual cord design

#### BELL & HOWELL COMPANY

AUDIO-VISUAL PRODUCTS DIVISION • 7100 McCormick Rd. • Chicago, Illinois 60645





The inside story of the astonishing new Bell & Howell Specialist® AUTOLOAD® Filmstrip Projector (reading time: 6 minutes well spent)

**Bell & Howell**  
**just took filmstrip projectors**  
**out of the dark ages...automatically!**



## In broad daylight it throws a brilliant picture on a blackboard

... imagine what it will do on a projection screen.

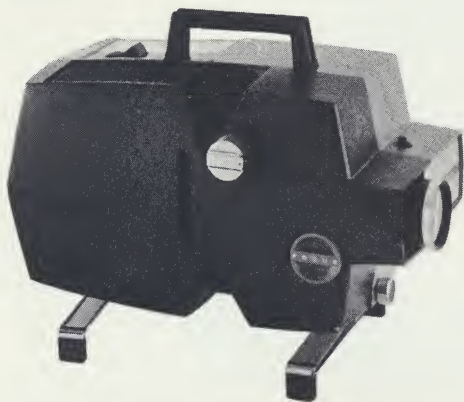
Almost any projector will work in a dark room. But, as any teacher knows, this makes it practically impossible for students to take notes and often leads to giggles, gags and other forms of inattention.

The Bell & Howell AUTOLOAD Projector works in broad daylight. It can even cast a brilliant picture with clearly legible titles on a painted wall, a briefcase, a blackboard. No other projector can give you this kind of clarity.

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### Take a good look

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Besides beauty, there are other features worth noting.

A gentle pressure on either side of the handle levels the new AUTOLOAD.

You can elevate it without fear of bruising your fingers.

Even more important, the new Bell & Howell AUTOLOAD is remarkably self-contained. Built of tough die cast aluminum—it's so rugged you don't need a clumsy, expensive storage case.

The dial focusing lens is protected by a sturdy sliding door when the projector is not in use to shield it against dust and carelessness.

The convenient pop-up lamp is well protected, too.

Even the instructions are always there. They're engraved in metal right on top of the machine so you can't possibly lose them.

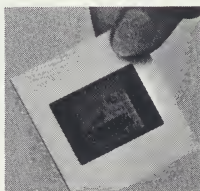
We won't let you lose the cord either. It's permanently attached and secures itself around the legs.

---

### It's versatile too

---

It takes 2x2 slides one at a time. It will also take a Semimatic Changer to let you project slides automatically.







## Compare all 8

A side by side comparison proves how really new and different this projector is. Here are the facts:

Feature	Bell & Howell Specialist Autoload 745C	Kodak 500	Graflex 750	Viewlex 25	Graflex 500	Bell & Howell Specialist Autoload 745A	Viewlex V-45	Standard 750C
Cartridge Loading	X					X		
Automatic Threading	X					X		
Jet Stream Cooling	X					X		
No Film Sticking	X					X		
Self Cased Unit	X					X		X
Slide Changer	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.		X
Alum. Die Cast Const.	X	X	X	X	X	X	X	X
Rapid Rewind	X	X				X		
Lamp Ejector	X			X		X	X	
Radial Leveling	X					X		
Dial Focusing	X					X		X
Lamp Size	750	500	750	500	500	500	500	750
Film Strip Rewind	X	X	Opt.		Opt.	X		
Remote Rewind	X							
Remote Reverse	X							
Rapid Advance	X					X		
Remote Advance	X		Opt.	Opt.	Opt.			
Built In Slide Chnl.	X					X		
Instructions on Top	X					X		
Side Air Intake	X					X		

## 3 Models To Choose From

The Bell & Howell AUTOLOAD, the most advanced and only fully automatic filmstrip projector in the audio-visual field is available in 3 models priced from just over \$100 to \$160. Fill in the coupon and we'll arrange a demonstration at your convenience.

Bell & Howell Company  
Audio-Visual Products Division  
7100 McCormick Road, Chicago, Illinois 60645  
Gentlemen:

- ☐ I am interested in the new Bell & Howell Specialist AUTOLOAD Filmstrip Projector and would like to see:
- ☐ A demonstration by my local audio-visual dealer.
- ☐ Additional information.

Name\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_

State\_\_\_\_\_ Zip Code\_\_\_\_\_

School\_\_\_\_\_ Position\_\_\_\_\_



**So automatic,  
it sets up,  
loads and focuses in  
less than 30 seconds**



... loads *instantly* with a cartridge



... handles filmstrips without the cartridge too, *automatically*



... clicks forward *and* backward.  
Remote control with *reverse*!

**Now  
a brand new way  
to handle filmstrips:**

Load them in cartridges, label them and never handle them again.

The only time you touch your filmstrip is when you slip it into these ingenious, little cartridges. From then on you can forget about fussing, fumbling or fingerprinting because filmstrips rewind and store in these cartridges automatically.

Another convenience: the cartridges fit into the projector only one way (the right way). Your films are threaded automatically and they can never start upside down with "The End."

Of course, you don't have to convert your whole filmstrip library to this modern cartridge system overnight. The new AUTOLOAD handles film beautifully and automatically without the cartridge, too. As a matter of fact, it actually *pampers* film.

---

**Film can't stick, because there's  
no hot glass "sandwich"**

---



Old-style projectors feed film between two glass pressure plates. When heat and humidity build up, film can get badly stuck. Prying it out can ruin key frames. This can't happen with the new Bell & Howell AUTOLOAD.

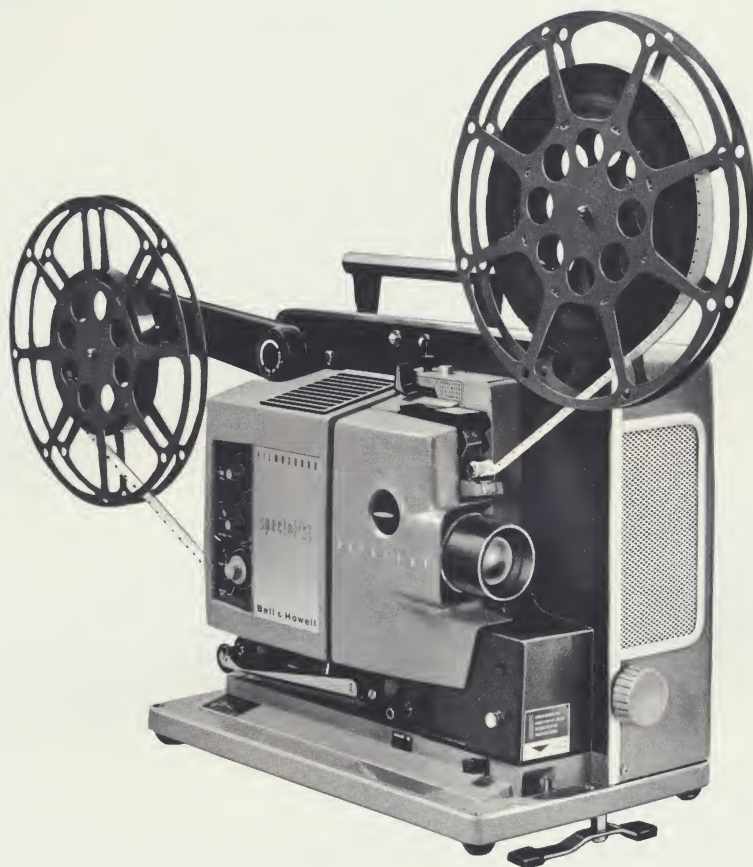
Film rides flat and distortion-free on heavy chrome-plated rails into an open window. There it is gently "brushed" by jet streams of cool air. This Jet-Stream cooling system not only does away with the hot glass sandwich, it extends the life of your filmstrips. One filmstrip we tried to wear out on this projector was still showable after 1000 viewings (*three times* the average life expectancy of a filmstrip). Jet-Stream cooling also permits you to leave a single frame on for an hour or more without cooking it.

One more item about the cooling system worth noting: it is side-vented. This way it can't pick up paper, rubber bands or anything else that might be lying on a table or desk.



# Bell & Howell

## . . . world's most experienced manufacturer of automatic threading projectors



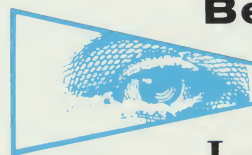
It seems only natural that Bell & Howell—creator of the first automatic threading filmstrip projector—was also the company responsible for the world's first automatic threading 16mm projectors.

Several years ago, the Bell & Howell creative engineering staff became a pacemaker in the audio visual field when it unveiled a new concept in 16mm projection—the Specialist AUTOLOAD Filmosound. With its many exclusive operating features, the AUTOLOAD can be put to more use, easier and faster, than any other projector now on the market . . . teaching and training, critical analysis, or just plain entertainment.

The Specialist AUTOLOAD offers error-proof operation and has long since won the enthusiastic approval of experienced operators. It instills confidence in the most hesitant, first-time user. No wonder more Bell & Howell sound projectors are bought and continued in use than all other models combined!

**BELL & HOWELL COMPANY**  
**AUDIO-VISUAL PRODUCTS DIVISION • 7100 McCormick Road • Chicago, Illinois 60645**





**Bell & Howell**

**Language Master®**



*a new  
addition to the  
**Bell & Howell**  
Language Master®  
card programs*

Here is a complete Language Master kit that presents materials and suggestions on how to create and develop special materials for any grade level, subject matter area, or specific student use.

Together with a quantity of blank cards of various sizes, a concise usage manual suggests various means of how the blank cards may be best utilized.

All the materials are contained in a handsome, durable, indexed program organizer file—easy to transport and ideal for day to day classroom use.



*the versatility  
of creating  
special  
Language Master®  
materials  
with  
blank cards*

The variety of materials that can be easily prepared on the blank cards is virtually unlimited. Graphics and pictorials of the desired subject matter can be placed on the card in many versatile ways. You can print directly on the card with pencil, pen, grease pencil, crayon, rubber stamp or any other printing tool. You may also utilize the many available duplicating systems. For pictorials, you can paste illustrations on the cards, utilize flocking, flanneling, acetate overlays, pocketing, and by actually cutting the card, produce a silhouette of the card.

The procedure for recording on the instructor's track is identical to the pre-recorded card programs. Both the instructor's track and the student's track may be recorded, erased, and re-recorded many times over.

Actually, the blank cards give endless opportunities for instruction in every curriculum area. Facets of subjects such as geography, music, mathematics, athletics, history, biology, current events, etiquette, journalism, theater, architecture and many, many others can be effectively presented with—the Language Master—blank cards—and educator innovation.

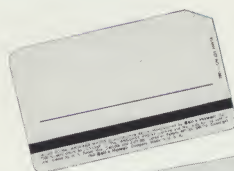
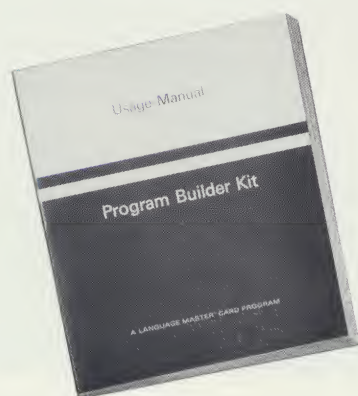


*each  
program  
builder  
kit  
contains...*

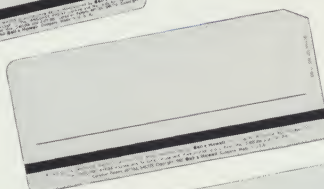
#### PROGRAM ORGANIZER FILE

Designed for easy organization and storage of all blank cards and the Usage Manual. Complete with 40 blank tabbing cards for easy, personal indexing of the materials.

#### 400 BLANK CARDS IN 4 ASSORTED SIZES

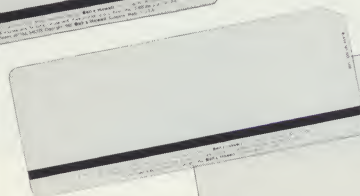


50  
INDEX SIZE  
3" x 5"



50  
TAB SIZE  
3¼" x 7⅞"

200  
STANDARD  
SIZE 3½" x 9"



100  
JUMBO SIZE  
8½" x 11"



#### THE PROGRAM BUILDER USAGE MANUAL

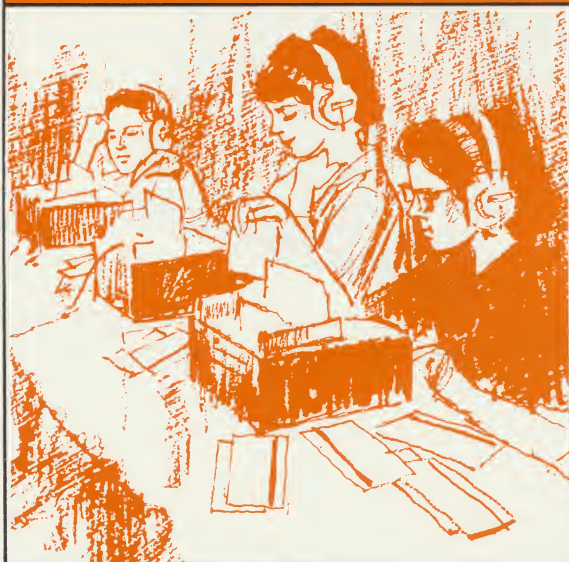
Effectively outlines the endless utilization of blank cards. Covers recording—visual and graphic procedures—organization—presentation modes—record keeping—testing and evaluation methods. Stores easily into classroom storage file.

**Bell & Howell Company • Audio-Visual Products Division • 7100 McCormick Road • Chicago, Illinois 60645**





*a new addition to the  
Bell & Howell Language Master® card programs*



### *Building Basic English SET A*

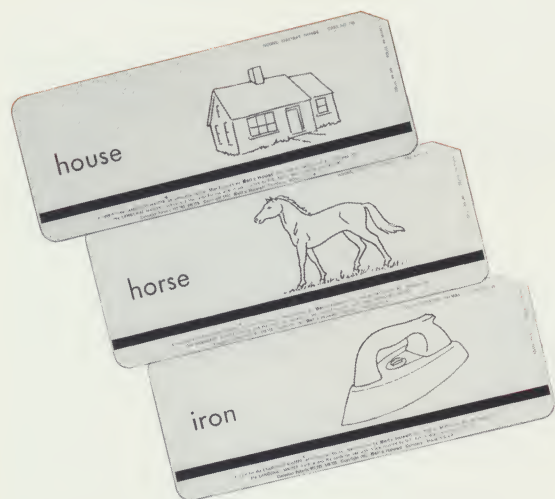
This new Language Master kit combines the "Nouns and Everyday Things" pre-recorded card set from the Word-Picture Program, an assortment of blank cards, and a comprehensive Usage Manual—all in a colorful, durable program organizer file for highly accessible, convenient classroom use.



*the many applications  
of building  
basic english—  
SET A*



The materials of this program can be effectively utilized in virtually any grade level and in a variety of subject matter areas. Pre-school through college, special education areas, remedial reading groups, adult literacy, English as a second language—these are only a few of the applications where the “Nouns and Everyday Things” card set has been successful in aiding students’ progress. Now with the Building Basic English Set A kit, educators have a complete program—pre-recorded cards—blank cards—usage manual—a fine opportunity for educator innovation to further assist students attain their curriculum goals.



**COMPLETE PRE-RECORDED CARD SET—200 CARDS  
“NOUNS AND EVERYDAY THINGS”**



**USAGE MANUAL—**

Clearly presents how materials of this program may be presented in kindergarten and with pre-readers, beginning readers, problem readers, special education classes, culturally deprived learners, non-readers, speech clinics, non-English speaking learners, and other student areas. Also contains a listing of what appears on each of the 200 pre-recorded cards. Included are suggestions on how blank cards can be used to supplement the pre-recorded cards. Stores easily into classroom storage file.

*each  
building  
basic  
english  
SET A  
includes...*



**PROGRAM ORGANIZER FILE**

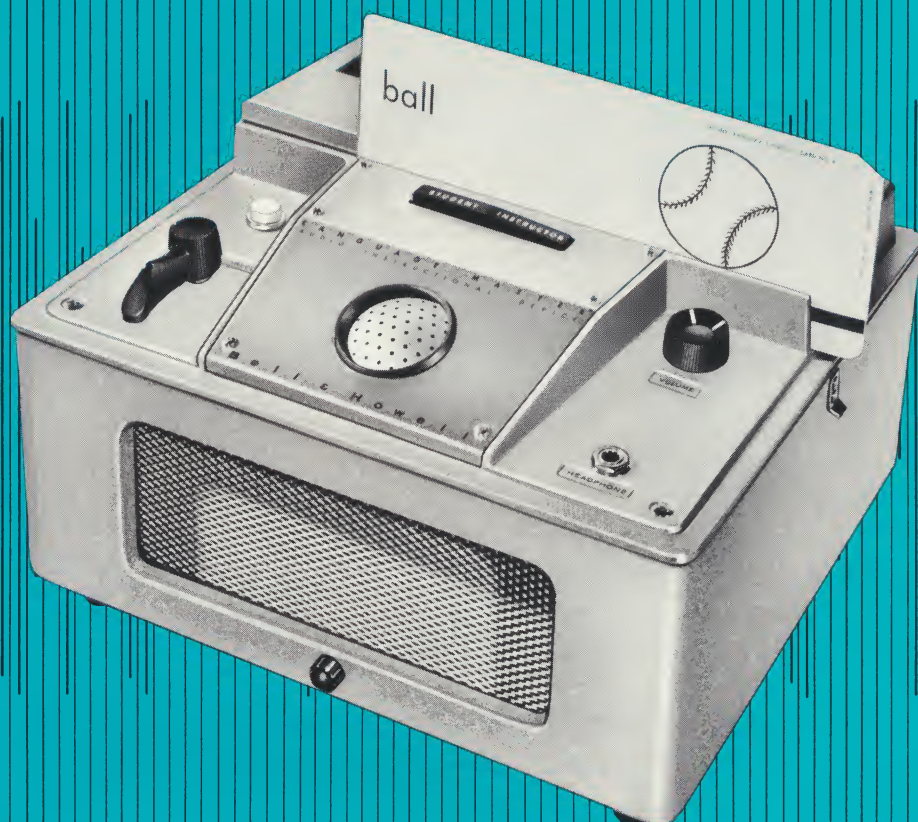
Designed with separate compartments for complete and easy storage of all kit materials—pre-recorded cards, blank cards, and the Usage Manual. Complete with eleven printed tabbing cards and thirty blank tabbing cards.

**150 BLANK CARDS IN ASSORTED SIZES**




**Bell & Howell Company • Audio-Visual Products Division • 7100 McCormick Road • Chicago, Illinois 60645**





A versatile device that easily meets the prime requirements of a complete and effective audio-visual system. Applicable and valuable in virtually every grade level and subject matter area. Adaptable for individual student use, or group presentation. Uniquely easy to operate, and specifically designed for day-in, day-out classroom use. Language Master—offering educators maximum utilization coupled with infinite innovation.

**Bell & Howell**



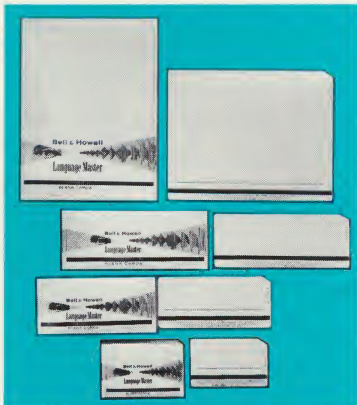
**Language Master®**

*AUDIO-VISUAL  
INSTRUCTIONAL  
DEVICE*



# Bell & Howell

## Language Master®



### BLANK CARDS

The variety of the available blank cards gives truly unlimited opportunities to develop materials for every grade level and every subject matter area.

Both the instructor's track and the student track may be recorded, erased, and re-recorded many times over. Graphics and pictorials may be placed directly on the card in a number of ways, or they can be clipped on, and later removed for maximum card utilization.

The blank cards offer educators an area where their innovation can be virtually endless.

### PRE-RECORDED CARDS

The array below lists the current seven Language Master Programs totaling eighteen sets of two-hundred cards each. Each card of each set has a pre-recorded instructor track, graphics printed on the card, and where applicable, pictorials printed on the card. Every card in a set of two-hundred cards is individually numbered and the entire two-hundred card set is easily stored in a handsome storage file.

### LANGUAGE MASTER PRE-RECORDED CARD SETS | 200 BOXED CARDS PER SET



- |                                      |  |
|--------------------------------------|--|
| <b>Vocabulary Builder Program</b>    |  |
| 111011                               | Set I Basic  |
| 111012                               | Set II Intermediate                                      |
| 111013                               | Set III Advanced   |
| <b>Word-Picture Program</b>          |  |
| 111021                               | Set I Nouns: Everyday Things                             |
| 111022                               | Set II Verbs: Action Words                               |
| 111023                               | Set III Basic Concepts                                   |
| <b>Language Stimulation Program</b>  |  |
| 111031                               | Set I Phrases  |
| 111032                               | Set II Sentences   |
| 111033                               | Set III Language Reinforcement & Auditory Retention Span |
| <b>English Development Program</b>   |  |
| 111041                               | Set I Practical Vocabulary & Expressions                 |
| 111042                               | Set II Everyday Expressions                              |
| 111043                               | Set III Industrial Supplement                            |
| 111044                               | Set IV Stress & Intonations                              |
| <b>The Sounds of English Program</b> |  |
| 111051                               | Set I Basic English Phonetics                            |
| <b>The Phonics Program</b>           |  |
| 111061                               | Set I Sound Blending & Beginning Phonetic Skills         |
| 111062                               | Set II Consonant Blends & Irregular Phonetic Elements    |
| 111063                               | Set III Word Building & Word Analysis Technique          |
| <b>French thru Pictures Program</b>  |  |
| 111070                               | Set I Beginning French                                   |

### accessories

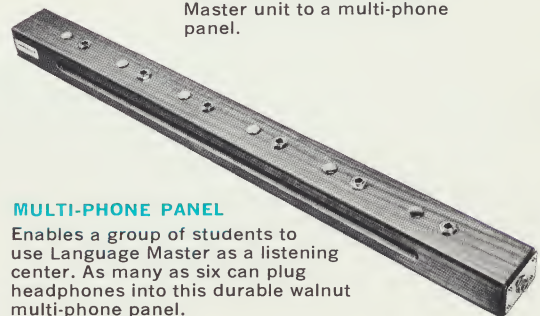
#### HEADPHONES

High quality crystal phones, durably designed for classroom use. Impedance 50,000 ohms at 1 KC. Cushions may be removed for cleaning.



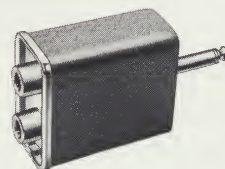
#### INTERCONNECTING CABLE

One required for each multi-phone panel. Standard connecting cable with phone jacks at both ends for simple connection of the Language Master unit to a multi-phone panel.



#### MULTI-PHONE PANEL

Enables a group of students to use Language Master as a listening center. As many as six can plug headphones into this durable walnut multi-phone panel.



#### DUAL HEADPHONE ADAPTER

Enables instructor and a student or two students to simultaneously listen to sound tracks when using headphones. Instructor may use to monitor student's response.

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**Bell & Howell**



**Language Master**

# Language Master



## *AUTOSORT Language Arts Program*

This Autosort Language Arts Program (ALAP) is a carefully coordinated program of continuous development in the language arts intended to complement and supplement already existing curriculum materials. It is based on the natural order of learning language — listening, speaking, reading and writing. The program consists of pre-recorded cards, blank cards, sorting aids, and guides — all in a colorful and convenient program organizer file.

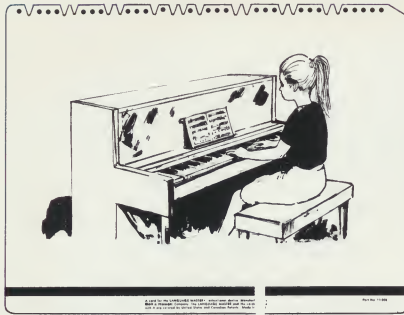




## AUTOSORT Language Arts Program

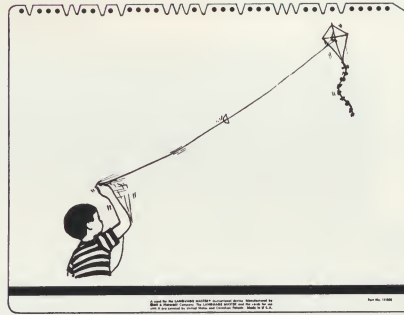
The basic purposes of Level A are to foster the child's awareness of the meaningful noises around him and to focus his attention on their distinctive qualities. Listening for and recognizing gross differences in sounds prepares him for making the finer distinctions which are required when he listens to and speaks his language. Level A unit themes are related to the home, the neighborhood, the school, simple recreational activities, and common modes of travel.

Level B is intended to expand the child's ability to observe accurately, to detect likenesses and differences, and to recognize relationships. The child broadens his vocabulary of descriptive terms, which increases his ability to make accurate statements. The themes of units in Level B are: emotions, the parts of the body, colors, processes to be observed, space and location concepts, actions of people, motion, shapes of objects, and surface conditions.



### LEVEL A 112 PRE-RECORDED JUMBO CARDS

Feature a special stop-notch along lower edge of the card. These cards provide sound effects for student enrichment.



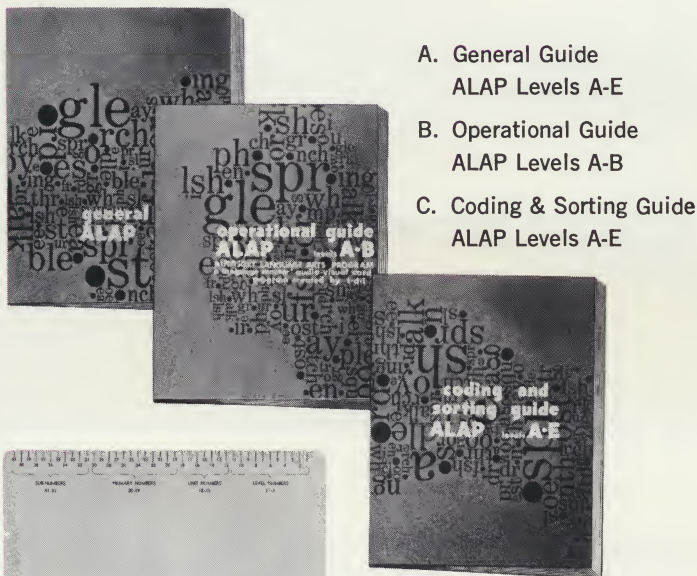
### LEVEL B 172 PRE-RECORDED JUMBO CARDS

Feature environmental materials for student enrichment and exposure.

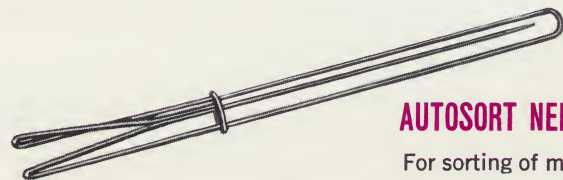


### 30 BLANK JUMBO CARDS

For educator preparation of additional materials to supplement the pre-recorded program.



- A. General Guide  
ALAP Levels A-E
- B. Operational Guide  
ALAP Levels A-B
- C. Coding & Sorting Guide  
ALAP Levels A-E



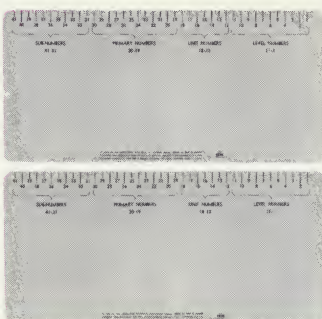
### AUTOSORT NEEDLE

For sorting of materials.



### PROGRAM ORGANIZER FILE

Designed for convenient storage of all cards, guides and autosort needle.



### 2 CODE FINDER CARDS

Aids in sorting cards into any desired grouping.





*A new addition to the Bell & Howell  
Language Master® audio-visual programs*

### *A Language Rehabilitation Program— APHASIA*

The purpose of the Aphasia Program is to help aphasic persons, a person impaired in his recognition of language, to elicit spoken and written responses.

The program consists of pre-recorded cards in two sizes, three types of Test Score sheets, an extensive Usage Manual, a supply of flip-tabs and blank cards — all in a colorful and convenient program organizer file.

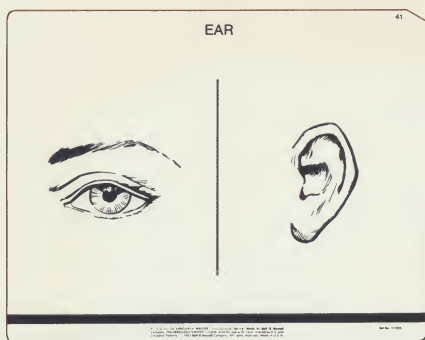






## A Language Rehabilitation Program—APHASIA

This program was developed in response to the need for daily therapy where daily contact is impossible. The program should *not* be used on aphasic patients by family members or by clinical novices except under the close supervision of a competent speech pathologist. Part I—Naming Numbers and Part II—Naming Objects are independent, related programs of instruction. But unlike most instructional programs which are designed for normal individuals, these programs are quite flexible and very much subject to clinical control. The relative lack of structure was planned into the programs, so that the speech pathologist or speech therapist might find them useful for the widest possible range of aphasic subjects.



### 65 PRE-RECORDED JUMBO CARDS

All part of the Naming Objects section of this program.



### 54 PRE-RECORDED STANDARD CARDS

Feature materials in both the Naming Objects and Naming Numbers sections of this program.

### NAMING NUMBERS SCORE SHEET

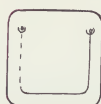
Used to determine the need of using the Naming Numbers section of the program.

### NAMING OBJECTS SCORE SHEET

Used to determine the need of using the Naming Objects section of the program.

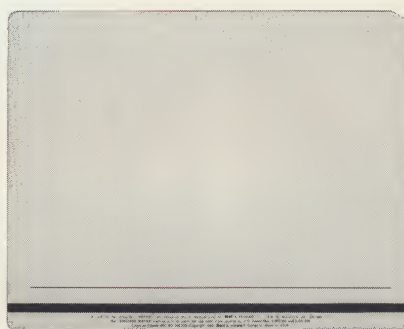
### GENERAL SCORE SHEET

Used in general administration of the program.



### 50 FLIP TABS

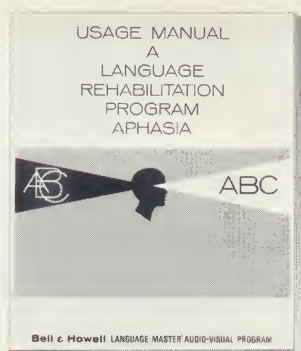
Used in administering both the Naming Objects and Naming Numbers sections of the program.



### BLANK CARDS

For educator preparation of additional materials to supplement the pre-recorded program.

10 Standard Size 3½" x 9"  
10 Jumbo Size 8½" x 11"



### USAGE MANUAL

This comprehensive manual depicts how the materials of the program can be implemented. Administration, scoring and interpretation of both sections of the program are covered in detail. Stores easily into program organizer file.



### PROGRAM ORGANIZER FILE

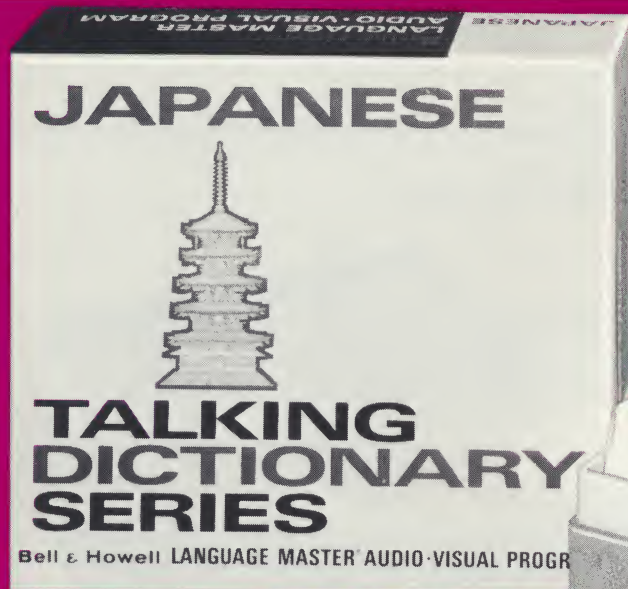
Designed for convenient storage of all cards, score sheets, and usage manual.



Bell & Howell



Language Master



*a new addition to the  
Bell & Howell Language Master® audio-visual programs*



### *Talking Dictionary Series*

JAPANESE. This set is a superb reference source to the language teacher. It has been structured to assist the student in language areas such as pronunciation, spelling, cultural differences and structural patterns. The set contains 511 pre-recorded Japanese cards, 10-3½"x9" blank cards, a concise usage manual, and a colorful program organizer file.





*a new addition to the  
Bell & Howell Language Master® audio-visual programs*



### *Talking Dictionary Series*

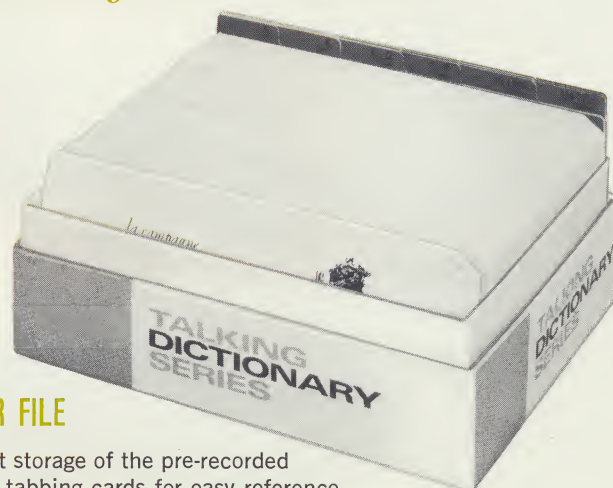
FRENCH. This set is a superb reference source to the language teacher. It has been structured to assist the student in language areas such as pronunciation, spelling, cultural differences and structural patterns. The set contains 511 pre-recorded French cards, 10-3½"x9" blank cards, a concise usage manual, and a colorful program organizer file.





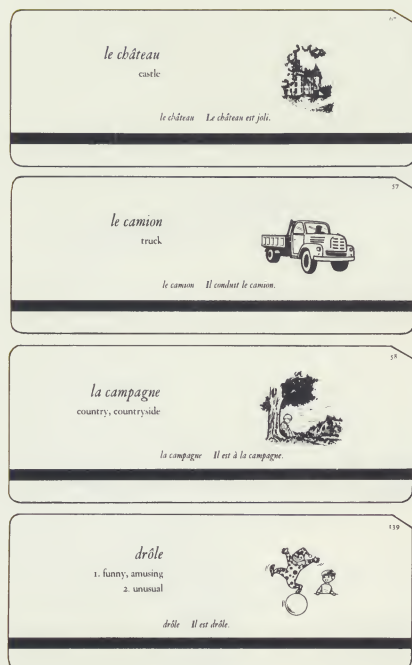
The Talking Dictionary Series utilizes the phonetic aspects of vocabulary building through structured definitions. The student sees the word correctly spelled and its definition, hears it pronounced alone and then in a sentence by a native speaker. The student then records his pronunciation and compares it to that of the instructor. Other learning techniques or procedures may be employed as desired by the educator.

## *This French Set in the Talking Dictionary Series contains...*



### PROGRAM ORGANIZER FILE

Designed for convenient storage of the pre-recorded cards, the blank cards, tabbing cards for easy reference, and the usage manual.



### 511 PRE-RECORDED CARDS

Each of the 3½" x 9" cards contain the printed vocabulary word, its definition, a sentence using the word, and a pre-recorded pronunciation of the word alone and in a sentence by a native speaker.

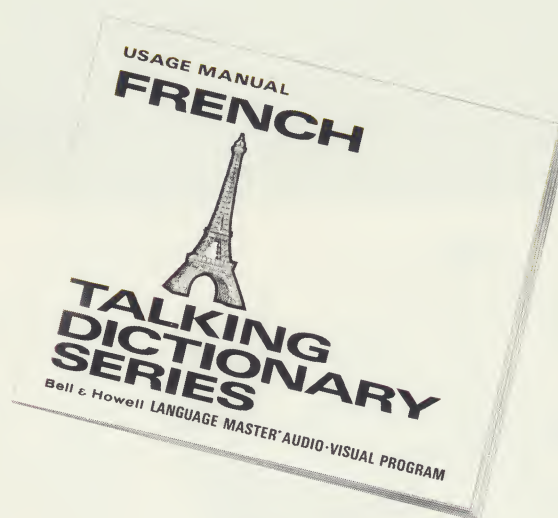


### 10 BLANK CARDS

These 3½" x 9" blank cards are provided for educator use in creating additional materials.

### USAGE MANUAL

A handy reference for the educator suggesting the various ways in which the set of pre-recorded language cards may be implemented in the on-going foreign language curriculum.







*a new addition to the  
Bell & Howell Language Master® audio-visual programs*



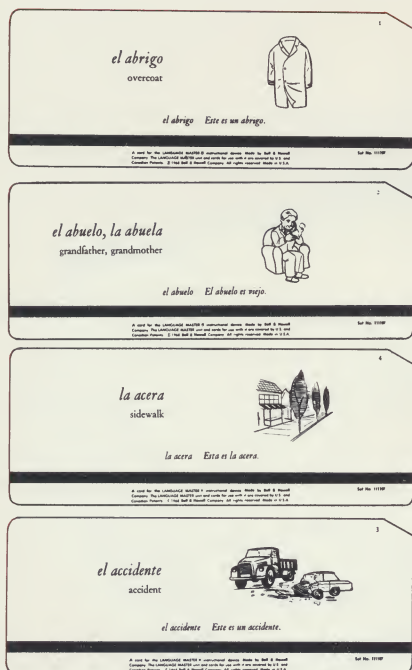
### *Talking Dictionary Series*

SPANISH. This set is a superb reference source to the language teacher. It has been structured to assist the student in language areas such as pronunciation, spelling, cultural differences and structural patterns. The set contains 500 pre-recorded Spanish cards, 10-3½"x9" blank cards, a concise usage manual, and a colorful program organizer file.



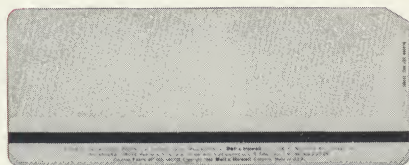


The Talking Dictionary Series utilizes the phonetic aspects of vocabulary building through structured definitions. The student sees the word correctly spelled and its definition, hears it pronounced alone and then in a sentence by a native speaker. The student then records his pronunciation and compares it to that of the instructor. Other learning techniques or procedures may be employed as desired by the educator.



## 500 PRE-RECORDED CARDS

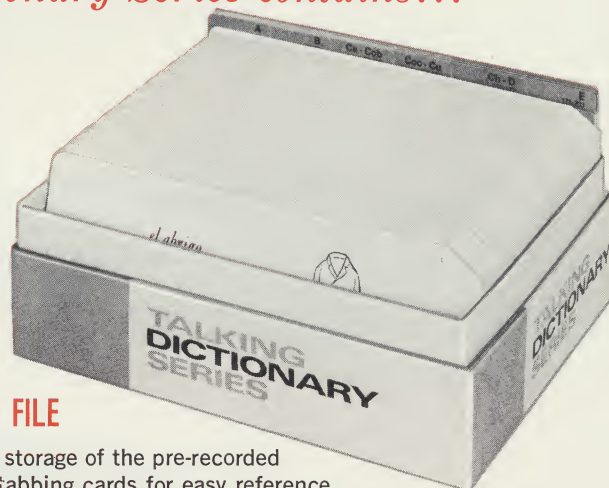
Each of the 3½"x9" cards contain the printed vocabulary word, its definition, a sentence using the word, and a pre-recorded pronunciation of the word alone and in a sentence by a native speaker.



## 10 BLANK CARDS

These 3½"x9" blank cards are provided for educator use in creating additional materials.

## *This Spanish Set in the Talking Dictionary Series contains...*



### PROGRAM ORGANIZER FILE

Designed for convenient storage of the pre-recorded cards, the blank cards, tabbing cards for easy reference, and the usage manual.

### USAGE MANUAL

A handy reference for the educator suggesting the various ways in which the set of pre-recorded language cards may be implemented in the on-going foreign language curriculum.







*a new addition to the  
Bell & Howell Language Master® audio-visual programs*



### *Building Basic English Set B*

This new program assists the student in developing an awareness of word relationships so that he may proficiently understand the principles between spoken and written language.

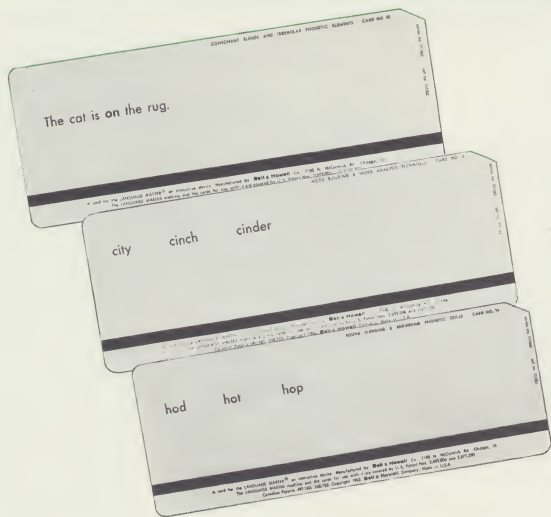
The program consists of the three pre-recorded Phonics card sets, an assortment of blank cards, and a concise Usage Manual—all in a colorful and convenient program organizer file.



*the many  
applications  
of  
Building Basic  
English  
Set B*



This unique program can be effectively utilized in a number of grade levels. Just a few applications could well include—beginning readers, students in intermediate levels who need word perception review, upper level students requiring reading reinforcement, special education students, adult education students, and many more.



*each  
Building  
Basic  
English  
Set B  
includes...*

**3 COMPLETE PRE-RECORDED CARD SETS—TOTAL 600 CARDS**

- Sound Blending and Beginning Phonetic Skills
- Consonant Blends and Irregular Phonetic Elements
- Word Building and Word Analysis Technique



**USAGE MANUAL**

This comprehensive manual suggests how the materials of this program can be implemented in the various grade levels in which it can be very effective. Recommendations are made on how the educator can supplement other curriculum activities with the use of the phonics series cards and blank cards which the educator may easily prepare for specific students or problems. Stores easily into the program organizer file.



**PROGRAM ORGANIZER FILE**

Provides easy storage of all the pre-recorded cards, blank cards, and the usage manual. Complete with tabbing cards for easy reference.

**90 BLANK CARDS IN TWO SIZES**

For educator preparation of additional materials to supplement the pre-recorded programs.

75 STANDARD SIZE  
3½" x 9"



15 JUMBO SIZE  
8½" x 11"



**Bell & Howell Company • Audio Visual Products Division • 7100 McCormick Road • Chicago, Illinois 60645**





**Bell & Howell**

***SPECIALIST***<sup>®</sup>

**MODEL 301**  
**OVERHEAD PROJECTOR**

THE MOST ADVANCED, AND EFFICIENT OVERHEAD PROJECTOR IN THE WORLD



## Here are the reasons why

**SUPERIOR CONSTRUCTION AND STYLING**—The Model 301 features a trim, modern design. Die-cast aluminum lens head, arm and platen provide maximum strength and rigidity ... and the all steel body adds even more durability. The lens head has coated lenses, front-surfaced mirror, and is completely sealed for dust-free operation.

**POSITIVE OPTICAL ALIGNMENT SYSTEM**—Here is where famous Bell & Howell precision optics and design assures you of perfect projection every time. An exclusive combination of a light equalizing reflector, a light intensifying condenser and a positive alignment fresnel—give you consistently bright, sharp, and uniform pictures.

**AUTOMATIC LAMP CHANGE SYSTEM**—This exclusive lamp change system lets you switch to a new lamp, in just seconds ... at the twist of a knob. No doors to open, no tools required, automatic lamp positioning. With this unique, exclusive system, you're always assured of uninterrupted presentations.

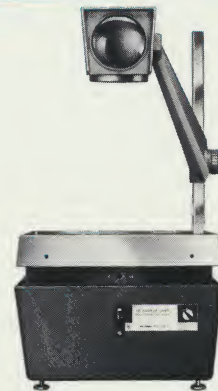
**VERSATILE, EASY OPERATION**—Complete instructions for use are printed on the back of the lens head for quick reference. Convenient corner post allows horizontal or vertical placement of roll feed attachment. Designed for full-range easy focusing, minimum 5' distance. The platen frame is tapped for a variety of accessory positions.

**KEYSTONE COMPENSATOR**—Adjustment for perfect pictures is easy with the Model 301. By simply tilting the lens head up or down and extending leveling legs—compensations can quickly be made for a variety of projection situations—insuring uniform performance.

**SAFETY INTERLOCK SYSTEM**—A special hidden latch prevents accidental or "too accessible" opening of the projector. When opened, and platen is raised (as little as  $\frac{1}{2}$ " ), all power is automatically shut off in the projector. A thermal cooling system cools lamp after projection is completed, then automatically turns the projector off.

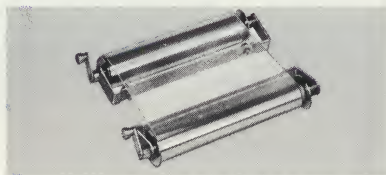
**EASIEST MAINTENANCE**—Exclusive "quick-release" fresnel provides easy access for cleaning. The platen frame is designed for simple replacement of fresnel with assured, positive alignment. The light-intensifying condenser is also easily raised to a convenient cleaning position.

# Bell & Howell SPECIALIST<sup>®</sup> MODEL 301 OVERHEAD PROJECTOR

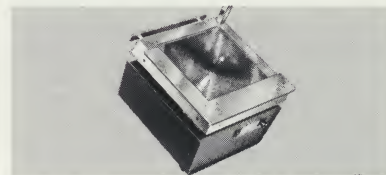


## OVERHEAD PROJECTOR ACCESSORIES

These accessories give you the maximum in overhead projection convenience and versatility



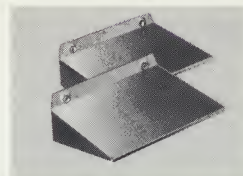
**ROLL FEED ATTACHMENT**—Smooth, continuous movement of acetate across platen. Easily attached for vertical or horizontal use—or even both at the same time for overlapping acetate presentations. Accessory 35' or 50' rolls of .005" clear acetate easily fit on rollers.



**EXCLUSIVE TRANSPARENCY POSITIONER**—Automatic centering of transparencies on the platen. Pre-drilled for five transparency sizes, 7" x 7" to 10½" x 12", vertical or horizontal format. Once positioned on registration pins, the positioner centers all transparencies for you. Also can be used for ruling and lining.



**PROTECTIVE STORAGE COVER**—A soft, flexible vinyl cover that fits over the complete projector for dust-free protection and safety when projector is not in use.



**WORK ORGANIZER SHELVES**—Ideal for stacking transparencies and other materials. Easily attached to any of the four sides of the projector for maximum versatility.



**CONVENIENT CARRYING HANDLE**—Designed for convenient portability of the projector. Platen is tapped to accept the carrying handle on any of four sides.

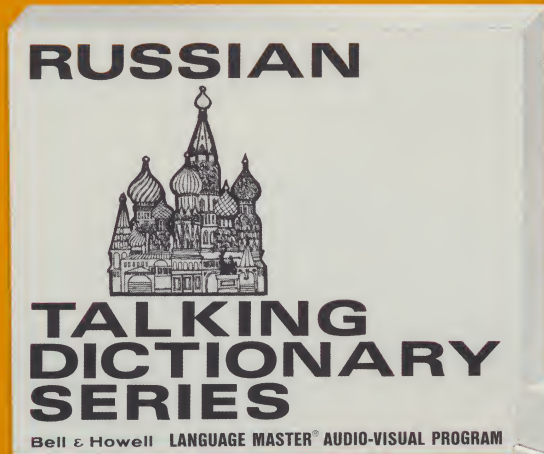
## Specialist Model 301 Overhead Projector Specifications

- Die-cast aluminum lens head, arm and platen
- All steel body
- Dust-free ... sealed head
- Positive optical alignment
- Automatic lamp change system
- 14" f/3.5 lens system
- Coated lenses—front-surfaced mirror
- "Light Equalizing Reflector"
- "Light Intensifying Condenser"
- Average 2200 lumens
- DYV lamp—600 watts, 120 volts, 75 hrs
- 10" x 10" aperture
- Lamp ejector levers
- Corner post position
- Keystone compensator
- Head tilt 25° up—5° down
- Body tilt 5° up
- Printed instructions on lens head
- Easy, single knob focusing
- Safety interlock system
- Silent operating switch
- Automatic thermal cooling system
- Cool, quiet operation
- Convenient cleaning—"quick-release" fresnel
- Piano hinged platen
- Tapped platen for accessory flexibility
- Dimensions—13¼" x 13¼" x 9¾"
- Weight—17 lbs
- Full line of accessories
- Power cable 15'—3-wire

**SPECIALIST MODEL 301B OVERHEAD PROJECTOR**—Identical to Model 301 with the following exceptions: average 1500 lumens, less light intensifying condenser, automatic lamp change system, automatic thermal cooling system. Has 3-position switch.

**BELL & HOWELL COMPANY**  
AUDIO-VISUAL PRODUCTS DIVISION  
7100 McCormick Road • Chicago, Illinois 60645





*a new addition to the  
Bell & Howell Language Master® audio-visual programs*



### *Talking Dictionary Series*

RUSSIAN. This set is a superb reference source to the language teacher. It has been structured to assist the student in language areas such as pronunciation, spelling, cultural differences and structural patterns. The set contains 500 pre-recorded Russian cards, 10-3 $\frac{1}{2}$ "x9" blank cards, a concise usage manual, and a colorful program organizer file.





The Talking Dictionary Series utilizes the phonetic aspects of vocabulary building, through structured definitions. The student sees the word correctly spelled and its definition, hears it pronounced alone and then in a sentence by a native speaker. The student then records his pronunciation and compares it to that of the instructor. Other learning techniques or procedures may be employed as desired by the educator.

## *This Russian Set in the Talking Dictionary Series contains...*

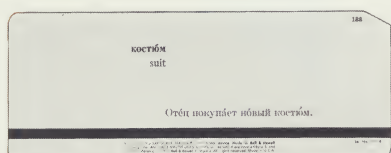
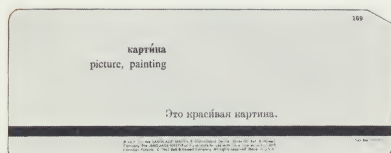
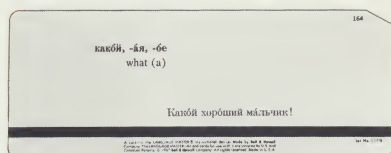
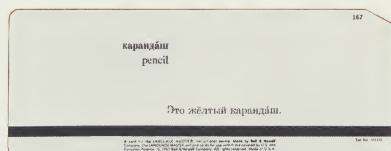
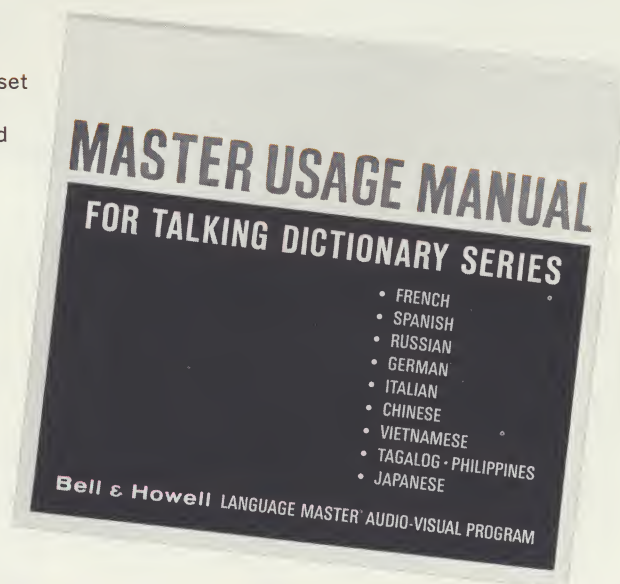


### PROGRAM ORGANIZER FILE

Designed for convenient storage of the pre-recorded cards, the blank cards, tabbing cards for easy reference, and the usage manual.

### USAGE MANUAL

A handy reference for the educator suggesting the various ways in which the set of pre-recorded language cards may be implemented in the on-going foreign language curriculum.



### 500 PRE-RECORDED CARDS

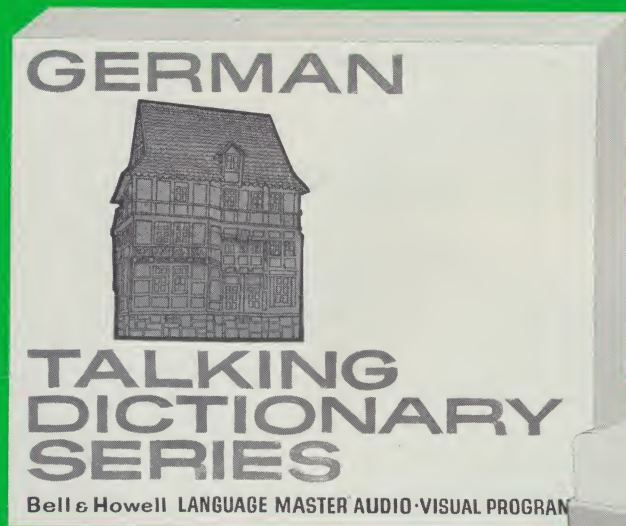
Each of the 3½"x9" cards contains the printed vocabulary word, its definition, a sentence using the word, and a pre-recorded pronunciation of the word alone and in a sentence by a native speaker.



### 10 BLANK CARDS

These 3½"x9" blank cards are provided for educator use in creating additional materials.





*a new addition to the  
Bell & Howell Language Master® audio-visual programs*



### *Talking Dictionary Series*

GERMAN. This set is a superb reference source to the language teacher. It has been structured to assist the student in language areas such as pronunciation, spelling, cultural differences and structural patterns. The set contains 503 pre-recorded German cards, 10-3½"x9" blank cards, a concise usage manual, and a colorful program organizer file.





The Talking Dictionary Series utilizes the phonetic aspects of vocabulary building through structured definitions. The student sees the word correctly spelled and its definition, hears it pronounced alone and then in a sentence by a native speaker. The student then records his pronunciation and compares it to that of the instructor. Other learning techniques or procedures may be employed as desired by the educator.

## *This German Set in the Talking Dictionary Series contains...*

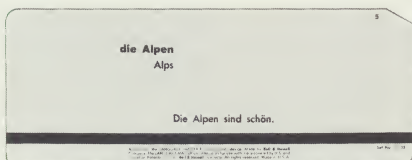
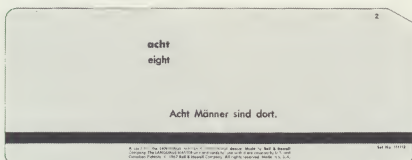
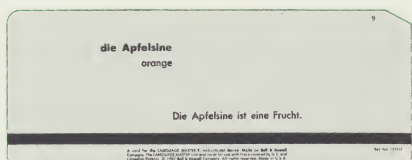
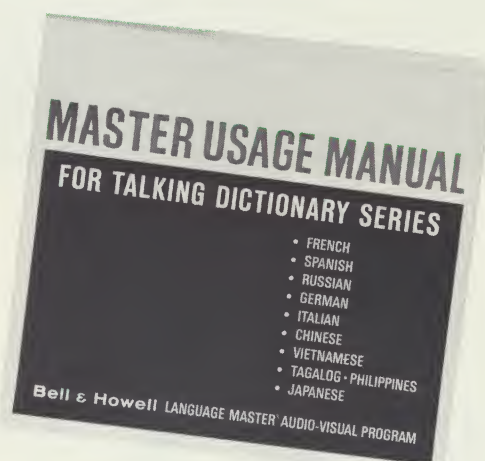


### PROGRAM ORGANIZER FILE

Designed for convenient storage of the pre-recorded cards, the blank cards, tabbing cards for easy reference, and the usage manual.

### USAGE MANUAL

A handy reference for the educator suggesting the various ways in which the set of pre-recorded language cards may be implemented in the on-going foreign language curriculum.



### 503 PRE-RECORDED CARDS

Each of the 3½"x9" cards contains the printed vocabulary word, its definition, a sentence using the word, and a pre-recorded pronunciation of the word alone and in a sentence by a native speaker.



### 10 BLANK CARDS

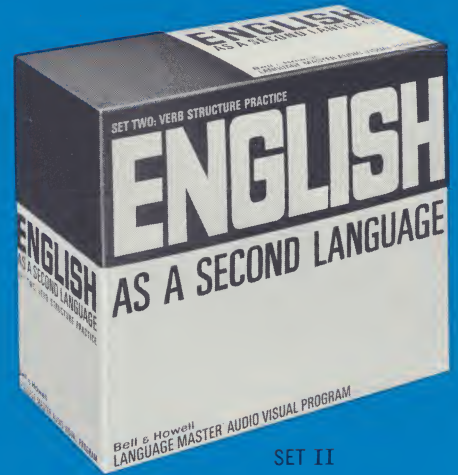
These 3½"x9" blank cards are provided for educator use in creating additional materials.

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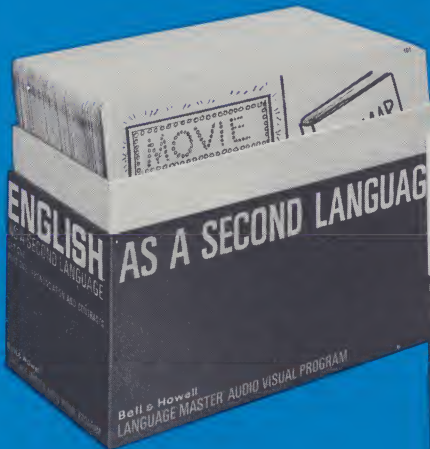




SET I PART II



SET II



SET I PART I



*A new addition  
to the  
Bell & Howell  
Language Master®  
audio-visual programs*



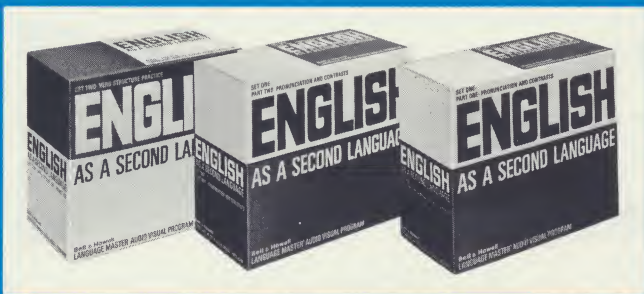
### *English as a Second Language*

This program is designed to assist students in developing a practical knowledge of "Standard American English."

The first set, Pronunciation and Contrasts, presents the basics of pronunciation with emphasis on manipulation of the language in everyday spoken and written communications. The second set, Verb Practice Structure, covers verbs and verb forms.

Both sets are supplied in convenient program organizer files, and each is complete with a comprehensive usage manual.



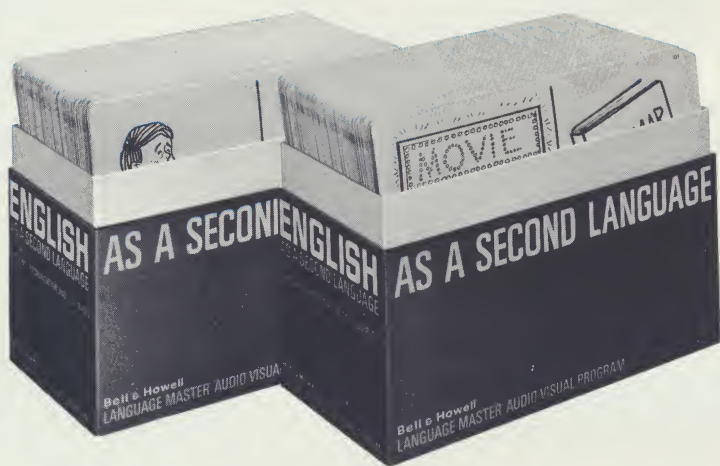


## English as a Second Language

The implementation of this versatile program may well include—

- students of all ages who do not speak English
- those whose accents and limited vocabulary require English development
- those whose knowledge of English was taught to them in foreign lands and require corrective English language instruction.

The large illustrations on each pre-recorded card reinforce the language instruction with an effective pictorial of the subject matter.



### TWO PROGRAM ORGANIZER FILES

Designed for convenient storage of the pre-recorded cards and the usage manual. Complete with tabbing cards for easy reference.

#### Set I Contains...

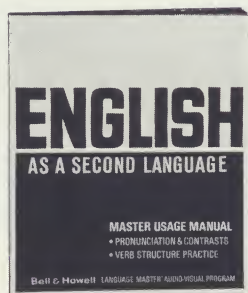


### 501 PRE-RECORDED CARDS

Each card contains a pre-recorded instructor presentation of the subject matter and a large, related pictorial.

### USAGE MANUAL

A detailed guide on the effective utilization of the program materials. Included are suggestions on how blank cards can be created and used to supplement the pre-recorded materials.



### PROGRAM ORGANIZER FILE

Designed for convenient storage of the pre-recorded cards, tabbing cards for easy reference, and the usage manual.

#### Set II Contains...

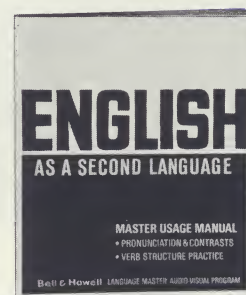


### 242 PRE-RECORDED CARDS

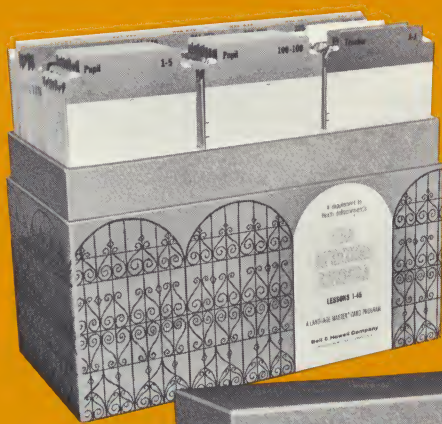
Each card contains a pre-recorded instructor presentation of the subject matter and a large, related pictorial.

### USAGE MANUAL

A detailed guide on the effective utilization of the program materials. Included are suggestions on how blank cards can be created and used to supplement the pre-recorded materials.







*a new addition to the  
Bell & Howell Language Master® audio-visual programs*



### *Una Aventura Española I and II*

This new LANGUAGE MASTER® audio-visual program comprises the full first year of work of a nationally recognized FLES program. Both Una Aventura Española I and II are divided into five sections—Pupil Cards, Teacher Command Cards, Classroom Presentation Cards, Song Cards and blank cards. Each set is complete with an attractive and durable program organizer file and a comprehensive usage manual.





Una Aventura Española I and II are effective in conducting warm-ups for film viewing, recapping film lessons, reinforcement in language patterns such as question and answer, and command and response. Additional major uses are in evaluating student progress and make-up exercises. The program provides a model native speaker voice which is emulated by the student during his practice sessions. Blank cards are also supplied for the creation of any desired supplementary materials.

## Una Aventura Española I contains

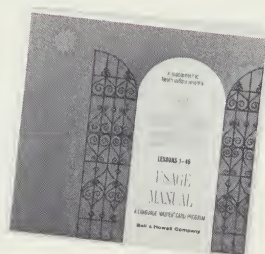


### PROGRAM ORGANIZER FILE

Designed for convenient storage of the pre-recorded cards, blank cards, and the usage manual.

### USAGE MANUAL

This comprehensive manual guides the educator in the implementation of the materials, prescribes make-up exercises, and contains both a cross-reference section and a complete word list.

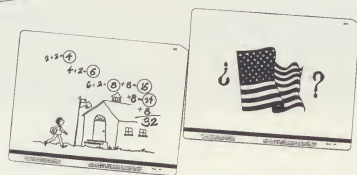


PUPIL CARDS—203



CLASSROOM PRESENTATION CARDS—113

SONG CARDS—45

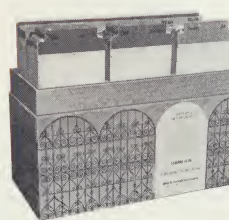


TEACHER COMMAND CARDS—10



3½" x 9" BLANK CARDS—75

## Una Aventura Española II contains

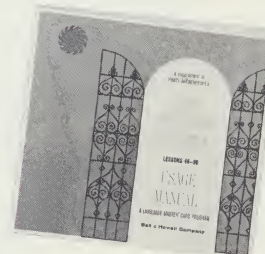


### PROGRAM ORGANIZER FILE

Designed for convenient storage of the pre-recorded cards, blank cards, and the usage manual.

### USAGE MANUAL

This comprehensive manual guides the educator in the implementation of the materials, prescribes make-up exercises, and contains both a cross-reference section and a complete word list.

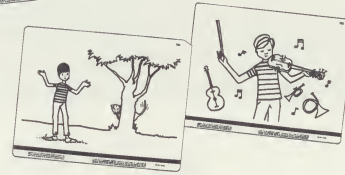


PUPIL CARDS—241



CLASSROOM PRESENTATION CARDS—98

SONG CARDS—38



TEACHER COMMAND CARDS—10



3½" x 9" BLANK CARDS—75





*a new addition to the  
Bell & Howell Language Master® audio-visual programs*



### *Parlons Français I and II*

This new LANGUAGE MASTER® audio-visual program comprises the full first year of work of a nationally recognized FLES program. Both Parlons Français I and II are divided into five sections—Pupil Cards, Teacher Command Cards, Classroom Presentation Cards, Song Cards and blank cards. Each set is complete with an attractive and durable program organizer file and a comprehensive usage manual.





Parlons Français I and II are effective in conducting warm-ups for film viewing, recapping film lessons, reinforcement in language patterns such as question and answer, and command and response. Additional major uses are in evaluating student progress and make-up exercises. The program provides a model native speaker voice which is emulated by the student during his practice sessions. Blank cards are also supplied for the creation of any desired supplementary materials.

## Parlons Français I contains—



### PROGRAM ORGANIZER FILE

Designed for convenient storage of the pre-recorded cards, blank cards, and the usage manual.

### USAGE MANUAL

This comprehensive manual guides the educator in the implementation of the materials, prescribes make-up exercises, and contains both a cross-reference section and a complete word list.



PUPIL CARDS—175



CLASSROOM PRESENTATION CARDS—91

SONG CARDS—37



TEACHER COMMAND CARDS—56



3½" x 9" BLANK CARDS—75

## Parlons Français II contains—



### PROGRAM ORGANIZER FILE

Designed for convenient storage of the pre-recorded cards, blank cards, and the usage manual.

### USAGE MANUAL

This comprehensive manual guides the educator in the implementation of the materials, prescribes make-up exercises, and contains both a cross-reference section and a complete word list.



PUPIL CARDS—185



CLASSROOM PRESENTATION CARDS—113

TEACHER COMMAND CARDS—50



SONG CARDS—38



REVIEW CARDS—5



REVIEW CARDS—31



3½" x 9" BLANK CARDS—50

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